

Appendix N

Request for Order Proposal (RFOP) Cover Letter for Competitive Orders

MEMORANDUM FOR (See Distribution List Below)

[Current Date]

FROM:

SUBJECT: Request for Order Proposal (RFOP) HHM402-XX-R-_____

1. A proposal is requested for the (*supplies and services, etc.*) described in the attached (*Statement of Objectives, Performance Work Specification, etc.*). It is determined that the most appropriate type order for this effort is (*firm fixed price, time and materials, cost plus fixed fee, etc.*). Your proposal or “no-bid reply” shall be submitted on or before the date and time specified further below. Any “no-bid reply” must include a brief statement as to why you are unable to perform. **NOTE: ADD THE FOLLOWING WHEN APPROPRIATE:** It is the Government’s intent to provide the SITE services described herein among the entire DIA (replace DIA with applicable service/agency) enterprise. During the course of the resultant task order or its option periods, when additions to or deletions from the listing of performance locations become necessary, and/or increases to or decreases from site(s) requirements may be required to accommodate relocations and/or installation of additional equipment in CONUS and OCONUS locations, such changes will be made by task order modification.

2. Each page containing proprietary information should be so marked. Proposal submissions are requested electronically. Page size shall be 8.5 x 11 inches, not including foldouts. Pages may be single spaced, font size no less than 12 point Times New Roman. Use at least 1-inch margins on the top and bottom and ¾ inch side margins. Pages shall be numbered sequentially by attachment. Tables, charts, graphs and figures shall be legible and shall not exceed 8.5 x 14 inches (legal). The text shall be no smaller than 10 point Times New Roman. To ensure receipt of a complete proposal submission, you are requested to provide a table of contents as a cover sheet (or in the cover email) clearly indicating the title of the email attachments and the number of pages per attachment. The order proposal should include the following sections: Section I - completed RFOP schedule & clauses, Section II – Technical Submission, Section III – Cost / Price Submission, and Section IV – Past Performance Submission (*if applicable*).

a) Section I – Completed RFOP Schedule & Clause: Submission shall be the completed RFOP schedule & clauses. ***An estimated amount for the Other Direct Cost (ODC) Contract line item numbers (CLIN) must be provided.***

b) Section II -- Technical Submission: Submission shall include a brief technical proposal (limited to 10 pages total) (***Number of pages is based on the number of evaluation factors – normally 3 pages per factor but can be more depending on the requirement***) identifying the Offeror’s proposed approach to the specific requirement. Section II will be evaluated in

accordance with the factors listed below. Each evaluation factor should be addressed separately in your proposal.

INSERT EVALUATION FACTORS

Insert [if using a Statement of Objectives]: The offeror shall submit a PWS and QASP (if required) using the attached PWS template.

c) Section III - Cost / Price Submission: Submission shall identify which rates, if any, are lower than those in the SITE rate tables. Contractors may offer rates that are no higher than those set forth in the contract rate tables. Contractors may propose rates that are lower than those in the rate tables and those lower rates will be incorporated in the Task Orders. The Government will perform a cost realism analysis for Time and Materials Task Orders on labor hours only. The Government will perform a cost realism analysis on cost reimbursement Task Orders on labor hours. Cost realism will also be performed on the CR and LH rates when the labor rates proposed on the Task Order are lower than those in the rate tables attached to the contract. When proposal includes effort that crosses contract ordering periods, contractors shall utilize the rates in effect at the time the task order is issued for the entire performance period, not to exceed 12 months. Contractor's proposals shall identify the labor categories, the number of hours or man-months proposed.

If a T&M Task Order is contemplated, contractor's proposal will cite a proposed ceiling price for labor and an estimate of material, travel, and other direct costs to be reimbursed. Proposals shall identify the labor categories, the number of hours, and the proposed labor rates for each category. Proposals shall include all labor rates, mark-up fees, bill rates and material handling fees.

If a LH Task Order is contemplated, contractor's proposal will cite a proposed ceiling price for labor. Proposals shall identify the labor categories, the number of hours, and the proposed labor rates for each category. Proposals shall include all labor rates, mark-up fees, bill rates and material handling fees.

If a FFP Task Order is contemplated, contractors will prepare a FFP proposal and shall include other costs (e.g. material, travel, etc.). Proposals shall identify the labor categories, the number of man-months, and the proposed man-month rates for each category as well as estimates of material, travel, and other direct costs to be reimbursed. Proposals shall include all labor rates, mark-up fees, bill rates and material handling fees. When multiple pricing arrangements are used and include hourly rate items, number of hours and proposed hourly rates will also be included. **NOTE: NEED TO ADDRESS INCENTIVES IF THEY ARE TO BE USED.**

If a CR Task Order is contemplated, contractor's proposal will cite a proposed ceiling price for labor and an estimate of material, travel, and other direct costs. Proposals shall identify the labor categories, the number of hours, indirect cost rates, and the proposed labor rates for each category. DCAA audit results of indirect rates shall be provided if available. **NOTE: NEED TO ADDRESS THE TYPE FEE ARRANGEMENT TO BE USED**

(I.E. AWARD FEE, INCENTIVE FEE, OR FIXED FEE), AND THE FEE WILL BE PROPOSED AND NEGOTIATED FOR THE TASK ORDER.

Additionally, contractors shall identify which labor categories are subject to the Service Contract Act and subject to an applicable Wage Determination.

If minimal information is required, such as in the case of a fixed price proposal, that information can be included in Section I or your cover letter. The cover letter shall also include a statement as to whether you have used the rates in the Rate Tables incorporated in the basic SITE contract or you have proposed lower rates.

d) Section IV -- Past Performance Submission (*if applicable*)
[... insert text from one of the next two paragraphs]

• **For Simple and Moderately Complex Requirements, Past Performance Paragraph:**

Submission shall include a summary of your past performance information, which will be evaluated in accordance with the technical experience/knowledge evaluation criteria (applicable for simple and moderate complexity requirements) and relevancy definitions and quality ratings set forth below. The Section IV submission shall identify at least XX (normally 3) contracts the Offeror believes are relevant to this requirement and shall include at least three points of contact (i.e., program manager, Contracting Officer Representative (COR), contracting officer, etc.), including telephone number and e-mail address, for every contract/order provided as a past performance reference. These contracts should have performance within the last three years of the issuance date of this RFOP.

Simple requirements:

- *Technical Experience/Knowledge evaluation criteria and standard*
- *Relevant/Not Relevant*
- *Quality: Pass/Fail*

Moderate requirements:

- *Technical Experience/Knowledge evaluation criteria and standard*
- *Very Relevant/Relevant/Not Relevant*
- *Quality: Exceptional/Satisfactory/Unsatisfactory*

• **For Complex Requirements, Past Performance Paragraph:**

Submission shall include Present and Past Performance information for the Offeror itself and each of its proposed subcontractors in accordance with the format contained in the "FACTS Sheet" (see Attachment 2) to this letter and the following paragraphs.

- i) The present and past performance submission shall include a summary page describing the role of the Offeror and each subcontractor/vendor (both nature of work, criticality of work, and percentage of overall work).

- ii) The offeror shall provide “FACTS” Sheet documenting past performance on up to ***[three (3)]*** contracts or subcontracts as a prime or of its proposed subcontractor, performed within the last three years, having tasks performed similar to the functional areas identified in Section II of the RFOP. The past performance information may be for the prime offeror or its proposed subcontractors (with preferably at least one year of performance history). Contracts listed may include those with the federal government, state and local governments or their agencies, and commercial customers. FACTS Sheet responses should be focused so that they clearly correlate present and past performance with the requirements of this RFOP and must clearly describe the relevance of the effort to the work proposed by that entity. The completed FACTS Sheet for each order may cover no more than both sides of two 8 ½ x 11 pages.
- iii) Offeror shall include for itself and each subcontractor two additional pages (8 ½ x 11 with 0.5” margins), in spreadsheet format, listing all contracts the entity is performing or has performed in the past three (3) years. If the list of said contracts exceeds two pages per entity, only the most recent contracts ongoing/completed shall be listed. These spreadsheets do not count toward the FACTS Sheet page limitations. The Government may obtain and use performance information on any or none of these programs. The spreadsheet(s) shall include, as a minimum, current information as follows:
- Contract Number
 - Period of Performance (maximum years)
 - Maximum total estimated dollars
 - Stage of the program and brief status
 - Contracting agency or customer
 - Phone number and e-mail address for at least two POCs
 - Brief program description, including relevancy
- iv) FACTS Sheets must include the following legend at the top and bottom of the page:

SOURCE SELECTION INFORMATION – See FAR 2.101 and 3.104
FOR OFFICIAL USE ONLY

3. In accordance with Clause XXXXX, award of this competitive Task Order will be made to the Contractor whose proposal is the most advantageous to the Government based on an integrated assessment of evaluation criteria which address technical/management, past performance, and cost/price. The Government intends to award without discussions.

4. The technical proposal evaluation factors will be evaluated as follows: each Offeror’s technical proposal shall be evaluated to determine if it meets, does not meet, or exceeds the standards set forth. A color and risk rating will be assigned (see Attachment 1 for definitions). Proposal risk

assesses the risk associated with the Offerors' proposed approach as it relates to accomplishing the requirements as specified.

The government will perform a risk assessment of each Offeror's proposal. Proposal risk assessment focuses on the risks and weaknesses associated with the Offeror's experience and will consider each Offeror's likelihood of success in performing the requirements stated in the RFP. The risks which will be assessed, are those associated with technical aspects of the program. Risks may occur as a result of a particular technical methodology, operational process, or economic impacts associated with these approaches. It will also include potential for disruption of schedule, degradation of performance and the need for increased Government oversight as well as the likelihood of unsuccessful contract performance. For any risk identified, the evaluation will address the Offeror's proposal for mitigating those risks and why that approach is or is not manageable. All risk assessments will be included as part of the adjectival/Color Rating in the Technical/Management and Past Performance Factors.

5. The successful Offeror's technical proposal may be incorporated in whole or in part (or by reference) in any resulting order. Nothing contained in the successful Offeror's technical proposal shall constitute waiver to any other requirement of the contract/order. If after award of an order, it is discovered that changes made during discussions (if held) were not incorporated into the PWS and/or technical proposal, such changes to the contractor's documentation shall be considered administrative and shall be made by unilateral modification to the order, at no change in cost or price or other terms and conditions.

6. *[For paragraph 6 use one of the following:]*

Simple and moderate complexity requirements:

6. The past performance submission will be evaluated as follows: each Offeror's past performance submission shall be evaluated to determine a technical experience/knowledge rating, relevancy rating and quality rating for the past performance contracts/orders provided as references. For technical experience/knowledge, each Offeror's past performance submission shall be evaluated to determine if it meets, does not meet, or exceeds the standards set forth and a color and risk rating will be assigned (see Attachment 1 for definitions). Proposal risk assesses the risk associated with the Offerors' proposed approach as it relates to accomplishing the requirements as specified. Each contract/order submitted as a past performance reference will be assigned a relevancy rating and quality rating in accordance with paragraph 2(d) above based on evaluation of the information submitted by the Offeror, telephone interviews conducted by the evaluation team with the points of contact provided by the Offeror, and review of CPARS and other information available to the evaluation team.

For complex requirements:

6. The past performance submission will be evaluated as follows: The assessment will assess the confidence in the Offeror's ability (which includes, if applicable, the extent of subcontractor involvement) to successfully accomplish the proposed effort based on the

Offeror's demonstrated present and past work record. The Government will evaluate the Offeror's demonstrated record of contract compliance in supplying products and services that meet users' needs, including cost and schedule. The recency and relevancy of the information, the source of the information, context of the data, and general trends in the contractor's performance will be considered. The Government will perform an independent determination of relevancy of the data provided or obtained and a relevancy determination of the Offeror's present/past performance (which includes, if applicable, the extent of its subcontractors' involvement). The Government is not bound by the Offeror's opinion of relevancy. The following relevancy criteria apply:

VERY RELEVANT: *(Insert relevancy definition)*

RELEVANT: *(Insert relevancy definition)*

NOT RELEVANT: *(Insert relevancy definition)*

7. Information utilized may be obtained from the references listed in the proposal, as well as other sources known to the Government. Interviews, if held, will be performed utilizing a list of questions that will be used for all interviews. Data from previous source selections may be used if the data is recent and relevant. Evaluation of present and past performance will include consideration of overall customer satisfaction and conclusions of informed judgment. Offerors shall be given an opportunity to address adverse past performance information if the Offeror has not had a previous opportunity to respond to the information. The assessment will consider issues including, but not limited to, the number and severity of the problems, the appropriateness and/or effectiveness of any corrective actions taken (not just planned or promised), and the Offeror's overall work record. Prompt corrective action in isolated instances may not outweigh overall negative trends. Past performance information will also be considered regarding any key personnel of an Offeror or subcontractor if that specific entity is a newly formed entity who either has no prior contracts or does not possess relevant corporate past performance. If an Offeror, or the proposed key employees of an Offeror, do not have a past performance history deemed relevant to this RFOP, the Offeror will receive an unknown confidence rating.

8. The Government will consider an Offeror's contracts in the aggregate in determining relevancy. An Offeror's demonstrated performance on two contracts may, by definition, represent only a rating less than very relevant when each contract is considered as a stand-alone effort. However, when these contracts are performed concurrently (in part or in whole) and are assessed in the aggregate, the work may more accurately reflect a higher relevancy rating. The Government will consider a subcontractor's submitted contracts in the aggregate in this same manner. The following performance confidence assessment ratings apply:

<u>Rating</u>	<u>Definition</u>
Substantial Confidence	Based on the Offeror's performance record, the government has a high expectation that the Offeror will successfully perform the required effort.

Satisfactory Confidence	Based on the Offeror's performance record, the government has an expectation that the Offeror will successfully perform the required effort.
Limited Confidence	Based on the Offeror's performance record, the government has a low expectation that the Offeror will successfully perform the required effort.
No Confidence	Based on the Offeror's performance record, the government has no expectation that the Offeror will be able to successfully perform the required effort.
Unknown Confidence	No performance record is identifiable or the Offeror's performance record is so sparse that no confidence assessment rating can be reasonably assigned.

9. Proposal submission is due no later than 4:30 pm Eastern Time on **(Date)**. Address your proposal and any questions to the undersigned at (XXX) XXX-XXXX, e-mail XXXXXX@XXX.XXX, facsimile (XXX)-XXX-XXXX.

NAME
Contract Specialist

Attachments: ***[Add or delete as necessary]***

Addressee Distribution List

1. Evaluation Ratings and Definitions
2. FACTS Sheet
3. SOO/PWS
4. DD1423
5. DD254

Attachment 1 – RFOP Definitions

Evaluation Ratings and Definitions

Color	Interpretation	Definition
Blue	Exceptional	Exceeds specified minimum performance or capability requirements in a way beneficial to the Government
Green	Acceptable	Meets specified minimum performance or capability requirements necessary for acceptable contract performance
Yellow	Marginal	Does not clearly meet some specified minimum performance or capability requirements necessary for acceptable contract performance but any proposal inadequacies are correctable
Red	Unacceptable	Fails to meet specified minimum performance or capability requirements. Proposals with an unacceptable rating are not awardable

Risk Definitions

HIGH	Likely to cause significant disruption of schedule, increased cost, or degradation of performance. Risk may be unacceptable even with special contractor emphasis and close Government monitoring.
MODERATE	Can potentially cause some disruption of schedule, increased cost, or degradation of performance. Special contractor emphasis and close Government monitoring will probably be able to overcome difficulties.
LOW	Has little potential to cause disruption of schedule, increased cost, or degradation of performance. Normal contractor effort and normal Government monitoring will probably be able to overcome difficulties.

Attachment 2 - FACTS Sheet

Present/Past Performance "FACTS Sheet" (TO BE COMPLETED BY OFFEROR)

Provide the information requested in this form for each contract/program being described. Provide frank, concise comments regarding your performance on the contracts you identify. Provide a separate completed form for each contract/program submitted.

A. OFFEROR:

1. Name (Company/Division) _____
2. Address: _____
3. CAGE Code: _____
4. Duns Number: _____

(NOTE: If the company or division performing this effort is different than the offeror or the relevance of this effort to the instant acquisition is impacted by any company/corporate organizational change, note those changes. Refer to the "Organizational Structure Change History" you provided as part of the Present/Past Performance Volume.)

B. PROGRAM TITLE:

C. CONTRACT SPECIFICS:

1. Contracting Agency or Customer _____
2. Contract Number _____
3. Contract Type(s) - Please list all that apply (FFP, T&M, etc.) _____
4. Period of Performance _____
5. Original Contract \$ Value _____
6. Current Contract \$ Value _____
7. If Amounts for 5 and 6 above are different, provide a brief description of the reason. _____

D. BRIEF DESCRIPTION OF EFFORT AS ____ PRIME OR ____ SUBCONTRACTOR

(Please indicate whether it was development and/or production, or other acquisition phase and highlight portions considered most relevant to current acquisition)

1. As a part of this narrative description, highlight portions considered most relevant to the current acquisition; addressing how and to what extent the proposed effort relates to the program identified in B. above.

2. This paragraph shall also include details to support the offeror's record for on time support, technical quality, and cost control for this effort identified in paragraph B. above.

E. COMPLETION DATE:

1. Original date: _____
2. Current Schedule: _____
3. Estimate at Completion: _____
4. How Many Times Changed: _____

5. Primary Causes of Change:

F. PRIMARY CUSTOMER POINTS OF CONTACT: (For Government contracts, provide current information on all four individuals. For commercial contracts, provide points of contact fulfilling these same roles. The offeror is responsible for exerting its **best efforts** to ensure that current information is provided for all individuals.

- | | | |
|------------------------------|------------|-------|
| 1. Program Manager | Name: | _____ |
| | Office: | _____ |
| | Address: | _____ |
| | | _____ |
| | Telephone: | _____ |
| | E-Mail: | _____ |
| | | |
| 2. Contracting Officer Name: | | _____ |
| | Office: | _____ |
| | Address: | _____ |
| | | _____ |
| | Telephone: | _____ |
| | E-Mail: | _____ |
| | | |
| 3. Administrative Name: | | _____ |
| Contracting Officer Office: | | _____ |
| | Address: | _____ |
| | | _____ |
| | Telephone: | _____ |
| | E-Mail: | _____ |
| | | |
| 4. COR or Other Name: | | _____ |
| (Please Specify) | Office: | _____ |
| | Address: | _____ |
| | | _____ |
| | Telephone: | _____ |
| | E-Mail: | _____ |

G. Specify, by name, key individual(s) who will participate in the proposed effort under this acquisition that also participated in the program identified in B. above, and indicate their contract role. Describe how participation of these key personnel contributed to the success of the previous effort and how this indicates probability of success on the proposed effort.

H. Use this space to address any aspect about this program considered unique. Describe quality awards or certifications that indicate the offeror possesses a high-quality process for developing and producing the product/service required.